



Pathmark Stores Inc.

**Carton Merchandiser
Planogram Proposal
August 1996**

R. J. Reynolds Tobacco Company

51847 3834

Pathmark Stores

Cigarette Merchandising Proposal

Program Participation Requirements

- Minimum of 25% of total rows on carton merchandiser.
- Minimum of 25% of total facings on package merchandiser (s).
- Ability to promote RJR Brands on RJR Promotional Merchandiser, or temporary floor display.

Pathmark Stores

3X4X4X4 (5 SHELF) PROPOSED PLANOGRAM

PM Adv.	PM Adv.	PM Adv.	PM Adv.
PM	PM	PM	PM
PM	PM	PM	PM
NF(7)PM(3)	RJR	RJR	RJR
PM	RJR	LOR	BAT
PM	RJR(9)LOR(4)	LOR	BAT

3 FT 10 ROWS

4 FT 13 ROWS

4 FT 13 ROWS

4 FT 13 ROWS

COMPANY	TOTAL ROWS	\$ MONTHLY
RJR	133	
PM	121	
BAT	26	
LOR	30	
L&M	0	
NO FRILLS	7	
TOTALS	245	

R.J. Reynolds Tobacco Company

Approved By:

Date:

R.J. Reynolds Tobacco (confidential)

8/19/96

51847 3836

ROWS: 245
CAPACITY: 1,029
DATE: Jan-96
AUTHORIZED BY:

FOR: PATHMARK
3X4X4X4 5 SHELF

RAMSEY
POG #19
CHANGE EFF. 1/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	\$ MONTH		\$ YEAR
PHILIP MORRIS	54.7	121	533	51.7			
R.J. REYNOLDS	15.8	39	156	15.1			
LORRILLARD	13.8	39	156	15.1			
B&W	12	26	104	10.1			
NO FRILLS	2	10	40	3.8			
L&M	1.7	10	40	3.8			
TOTAL		245	1,029				

3FT	4FT	4FT	4FT
PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 13 ROWS 5 HIGH
PM 10 ROWS 4 HIGH	PM 13 ROWS 4 HIGH	PM 13 ROWS 4 HIGH	PM 13 ROWS 4 HIGH
NO FRILLS 10 ROWS 4 HIGH	PM 13 ROWS 4 HIGH	PM 13 ROWS 4 HIGH	PM 13 ROWS 4 HIGH
PM 10 ROWS 4 HIGH	B&W 13 ROWS 4 HIGH	B&W 13 ROWS 4 HIGH	B&W 13 ROWS 4 HIGH
LM 10 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH	RJR 13 ROWS 4 HIGH

51847 3837

Pathmark Stores

3X4X4X4 (4 SHELF) PROPOSED PLANOGAM

PM Adv.	PM Adv.	PM Adv.	PM Adv.
PM	PM	PM	PM
PM	PM	RJR	RJR
NF(7)PM(3)	RJR	LOR	BAT
PM	PM	RJR(10)LOR(3)	LOR(5)BAT(8)

3 FT 10 ROWS

4 FT 13 ROWS

4 FT 13 ROWS

4 FT 13 ROWS

COMPANY	TOTAL ROWS	\$ MONTHLY
RJR	49	
PM	98	
BAT	21	
LOR	21	
L&M	0	
NO FRILLS	7	
TOTALS	195	

R.J. Reynolds Tobacco Company

Approved By :

Date :

ROWS:	196	FOR:	PATINMARK	3X4X4X4	4 SHELF	DATE: Jan-96	CHANGING EFF.:	AUTHORIZED BY:
CHLTENHAM	WBABYLON							

www.123RF.com

CHARGE EHR-123 PAGE 123 ADJOURNED BY:

SEARCHED INDEXED SERIALIZED FILED
FEB 22 1968 JAH-96

1987 SHOWS 796 MARRIAGE 995 DIVORCE 1,016

CHARTERED INSTITUTE OF BANKERS OF ENGLAND 1906

SPECIFICATIONS

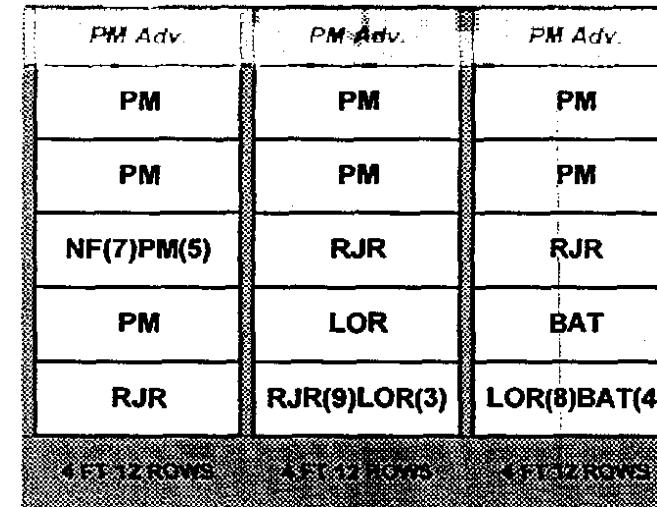
www.english-test.net

1. **What is the main message of the text?**

PLANTACION DE CAFE

Source: <https://www.industrydocuments.ucsf.edu/docs/rfxy0093>

See also <http://www.industrydocuments.ucsf.edu/docs/accn1988>

Pathmark Stores**4X4X4 PROPOSED PLANOGRAM**

COMPANY	TOTAL ROWS	\$ MONTHLY
RJR	45	
PM	89	
BAT	15	
LOR	23	
L&M	0	
NO FRILLS	7	
TOTALS	180	

RJ Reynolds Tobacco Company

Approved By :

Date :

COMPANY	SHARE OF MKT	ROWS	CNTS	RACK	SHARE	YEAR		
PHILIP MORRIS	54.7	90	396	52.3				
RL REYNOLDS	15.8	30	120	15.8				
LORILLARD	13.8	24	96	12.6				
B&W	12	18	72	9.5				
NO FERRILS	2	6	24	3.2				
L&M	1.7	12	48	6.3				
TOTAL					180	756	99.7	

POG #11

AUTHORIZED BY:

DATE: Jan-96
 CAPACITY: 756
 ROWS: 180
 GARDEN CITY

SPECIFICATIONS

4X4X4 5 SHELF
 PATTERN

GARDEN CITY

Pathmark Stores**5x5x5 Proposed Planogram**

PM Adv.	PM Adv.	PM Adv.
PM	PM	PM
PM	PM	PM
PM	RJR	RJR
NF(7)BASIC(10)	LOR	BAT
RJR	LOR(10)RJR(7)	RJR(7)BAT(10)

5 Ft 17 Rows 5 Ft 17 Rows 5 Ft 17 Rows

COMPANY	TOTAL ROWS	\$ MONTHLY
RJR	65	
PM	129	
BAT	27	
LOR	27	
L&M	9	
NO FRILLS	7	
TOTALS	255	

RJ Reynolds Tobacco Company

Approved By :

Date :

COMPANY	SHARE	ROWS	CTNS	RACK	SHARE	\$ MONTH	\$ YEAR	
PHILIP MORRIS	54.7	129	567	52.9%				
ALL REYNOLDS	15.8	41	136	15%				
ORTRILLARD	13.8	34	136	12.7%				
SW	12.0	34	136	12.7%				
JO FRIELS	2.0	7	28	2.6%				
SM	1.7	10	40	3.7%				
OTAL			255	1.071				

ITEMS:	255	FOR	Pathmark	1.071	Jan-96	DATE:	AUTHORIZED BY:
CAPACITY:	5X6X5	5 SHELF					CHANGE EFF. 1/96
POG#17							

SPECIFICATIONS

PLAN A PLAN -O- GRAM